



Request for Decision	
Meeting Date: September 7, 2021	
Subject: Land Use Bylaw Amendments to Revise Billboard Regulations – Bylaw 2264	
Recommendation:	<ol style="list-style-type: none"> 1. That Council give first reading to Bylaw No. 2264. 2. That Council set a public hearing for October 5, 2021, during the regularly scheduled Council meeting.
Background:	<p>At the Committee of the Whole meeting on November 24, 2020, Administration presented information that would reduce red tape with regards to how the Town manages Billboard approvals. Currently, the Land Use Bylaw directs that Billboard permits are only valid for five years and then must be reapplied for.</p> <p>The Committee provided feedback that they were generally supportive of simplifying the billboards section of the Land Use Bylaw and removing the need to renew a permit every five years.</p>
Legislation/Authority:	<i>Municipal Government Act ss 7, 8, 617, 640, 692</i>
Strategic Plan Alignment :	<p>Diverse & Strong Economic Opportunity</p> <ul style="list-style-type: none"> ➤ Supporting the business community through reviewing our internal processing. <p>Public Engagement & Governance</p> <ul style="list-style-type: none"> ➤ Being efficient and responsible with ratepayer generated resources by providing maximum value for every tax dollar spent.
Financial Implication:	Loss of development permit application fees.
Service Level/Staff Resource Implication:	Part of normal staff duties.
Consultation:	Town of Drayton Valley, Town of Hinton, Town of Whitecourt
Alternative(s):	<ol style="list-style-type: none"> 1. Delay enacting amendments until the Land Use Bylaw re-write is completed. 2. Council could provide other direction to Administration.
Attachment(s)	Draft Bylaw No. 2264 Land Use Bylaw section 103
APPROVALS:	
Originated By:	Kari Florizone, RPP, Senior Planning Manager

Submitted By:	Kari Florizone, RPP, Senior Planning Manager
Chief Administrative Office or Designate:	Sarah Bittner, Acting CAO



TOWN OF EDSON BYLAW NO. 2264

A Bylaw of the Town of Edson in the Province of Alberta, pursuant to the provisions of the *Municipal Government Act*, being Chapter M-26 of the Statutes of Alberta 2000 and amendments thereto, to amend the Town of Edson Land Use Bylaw No. 2070.

WHEREAS it is deemed expedient and proper, under the authority of and in accordance with the Municipal Government Act, RSA 2000, Chapter M-26 and amendments thereto, to amend the Town of Edson Land Use Bylaw No. 2070, as amended; and

AND WHEREAS the public participation requirements of Section 692 of the Municipal Government Act, RSA 2000, Chapter M-26, have been complied with;

NOW THEREFORE the Municipal Council of the Town of Edson, in the Province of Alberta, duly assembled, amends Bylaw No. 2070, being the Land Use Bylaw, as follows:

1. Clarify Section 103(1)(b) by replacing it with:
“Billboards within the Urban Reserve District, Light Industrial (Serviced) District, Light Industrial (Unserviced) District, Glenwood Service Industrial – Commercial District, and Heavy Industrial District, will only be considered on parcels where parcel coverage in addition to parking facilities, and outdoor storage, amount to less than 30% of the parcel area.”
2. Remove Section 103(1)(d);
3. Remove Section 103(1)(e);
4. This Bylaw will take effect on third and final reading.

READ a first time this ____ day of ____, 20__.

Mayor Kevin Zahara

TOWN OF EDSON BYLAW NO. 2264

Christine Beveridge, CAO

READ a second time this _____ day of _____, 20____.

Mayor Kevin Zahara

Christine Beveridge, CAO

READ a third time and finally passed this _____ day of _____, 20____.

Mayor Kevin Zahara

Christine Beveridge, CAO

103. Billboards

(Bylaw 2170)

(1) A development permit for a billboard may be issued by the Development Authority but only in accordance to the following provisions:

(a) Billboards shall only be located on vacant parcels of land having a frontage that exceeds 22.86m.

(Bylaw 2170)

(b) Notwithstanding Section 103(1), a Billboard may be located within an Urban Reserve District or Industrial District where, in the sole opinion of the Development Officer, a parcel is substantially undeveloped.

(c) No billboard shall be located within an area bounded on the south by 1st Avenue, the west by 54th Street, the north by 5th Avenue, and the east by 46th Street.

(d) A Billboard shall be immediately removed upon parcel development, or on the expiration of their development approval term, whichever occurs first.

(e) A Billboard shall be permitted for a maximum five (5) year term, and all permits shall expire on the 31st of December of any year.

(Bylaw 2170)

(f) The Development Officer shall exercise high standards regarding the aesthetic quality of billboards by ensuring that billboards are:

i) compatible with the general architectural lines and forms of adjacent development;

ii) of high quality construction and;

iii) that the amount of advertising copy be kept to an absolute minimum and be of high quality.

(g) A Billboard, including border and trim, but excluding the base, supports or other structural members, shall not exceed 28m² in area within an Urban Reserve district, or 18m² in area in any other district. The border and trim may be excluded from the area calculation of a billboard where the proposed border and trim is in accordance with an approved theme design under the Town's Concept Plan for Beautification.

Section 103(1) continued

- (h) The area of a billboard referred to in Section 103(g) applies to each sign face, and the sign faces may be placed back-to-back or in a V-shaped configuration.
- (i) The minimum distance between any billboard located on the same side of a road shall be 150.0m.
- (j) No part of a billboard shall be located closer than 5.0m to any parcel boundary.
- (k) A billboard shall not exceed 9.2m in height.
- (l) Billboard copy may only be illuminated by a constant light source.
- (m) In the case of community-oriented or public service-type billboard, Council may authorize the placement of such a billboard on public roads and lands notwithstanding Sections 103(1), 103(1)(g) and (k)